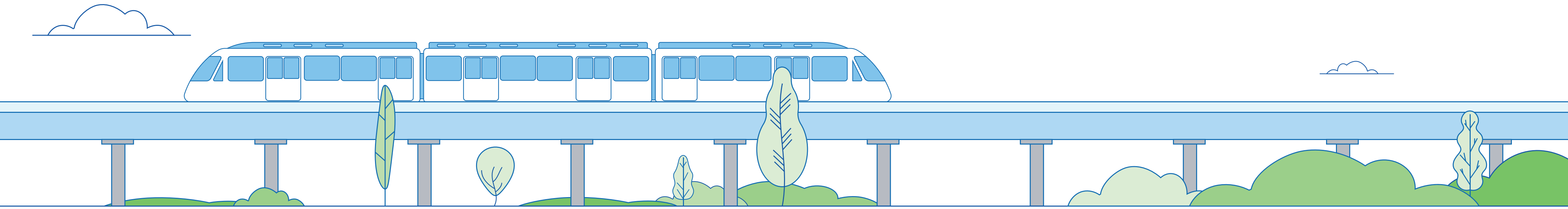


City Center Plan Update



TYEE HIGH SCHOOL STUDENT PROJECT: REBRANDING & PLACEMAKING IN THE CITY CENTER

ABOUT THIS PROJECT

Staff from the City's Planning Division have been working with Tyee High School students as one of multiple community engagement efforts that will be undertaken as part of the City Center Plan Update Project.

SeaTac Comprehensive Plan, Policy 1.1A

Actively promote meaningful community engagement and implement an effective public awareness and notification process that encourages community involvement in all Comprehensive Plan, subarea, transportation and park plans, as well as other planning or public projects the City undertakes.

ABOUT THE CITY CENTER PLAN UPDATE PROJECT

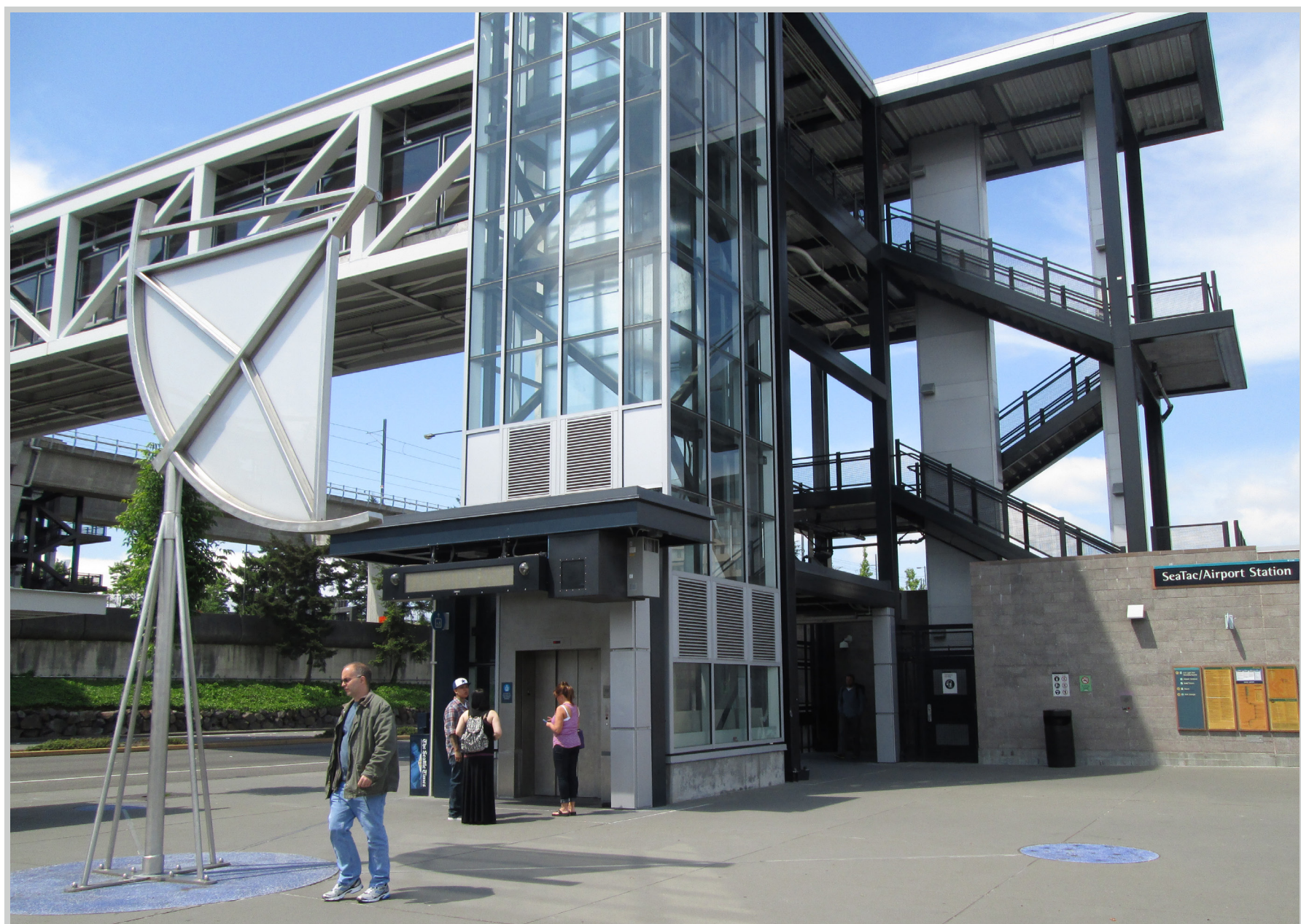
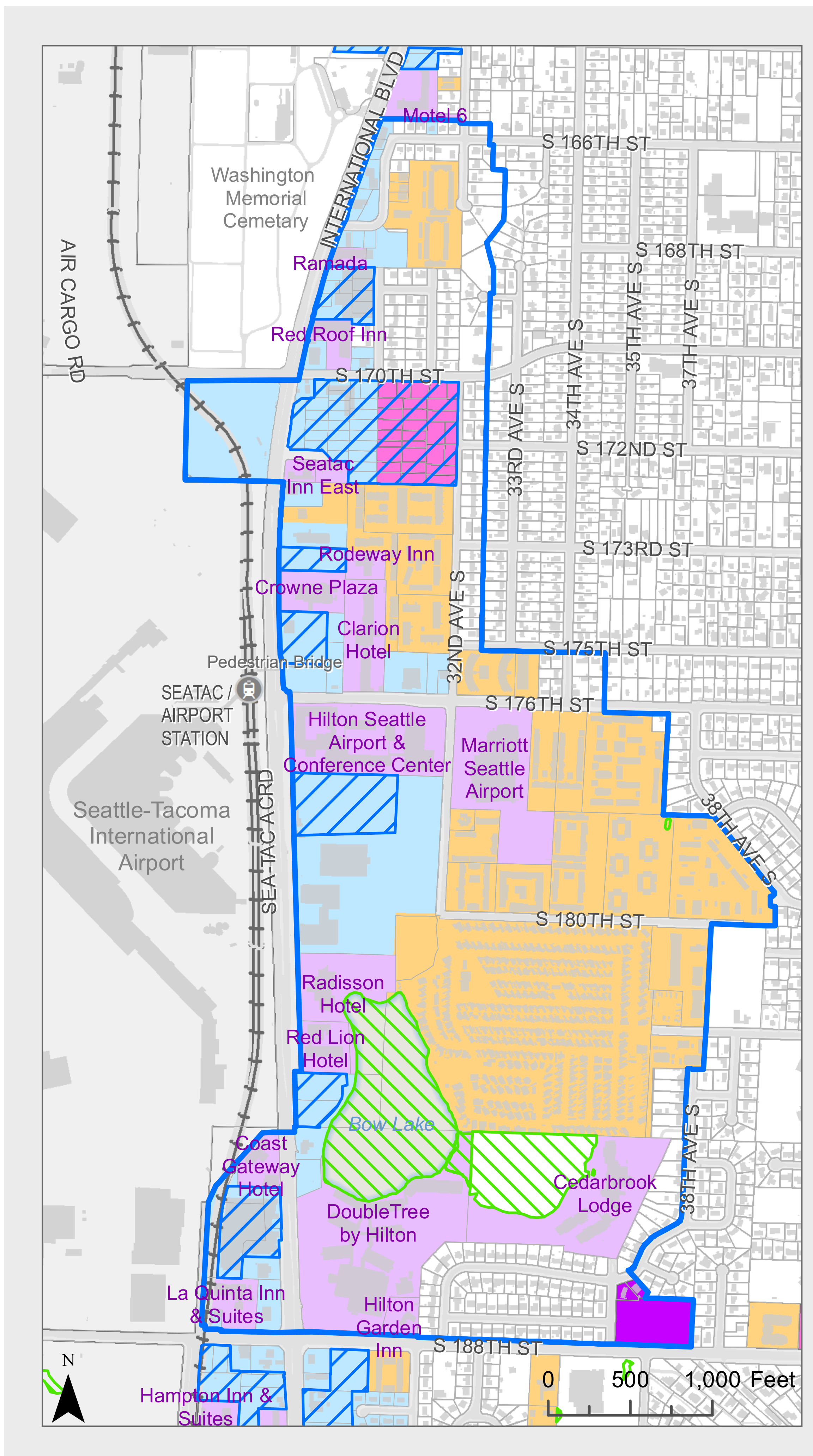
The City Center Plan was adopted in 1999, and is a growth and development plan for SeaTac's central commercial core. This project's main goals are to re-examine the Plan's vision and growth strategy.

To find out more, please see the City's website:

www.seatacwa.gov/citycenterplan

or contact Senior Planner Kate Kaehny

at (206) 973-4834, or kkaehny@seatacwa.gov



Student Activities

Rebranding Exercise

Assignment: Suggest a new brand for the City of SeaTac



Infographic Exercise

Assignment: Group 1 - What types of destinations would make the existing City Center more like a City Center?

GROUP 1 - City Center Brainstorm Sheet

- Art
- Shops
- Cafe
- Play Area
- Aesthetically Pleasing Buildings/ Area
- Transit Center
- Events
- Downtown
- Library
- Gathering Center/Meeting
- Benches
- Family Friendly
- Public Restrooms

GROUP 1 - City Center Infographics



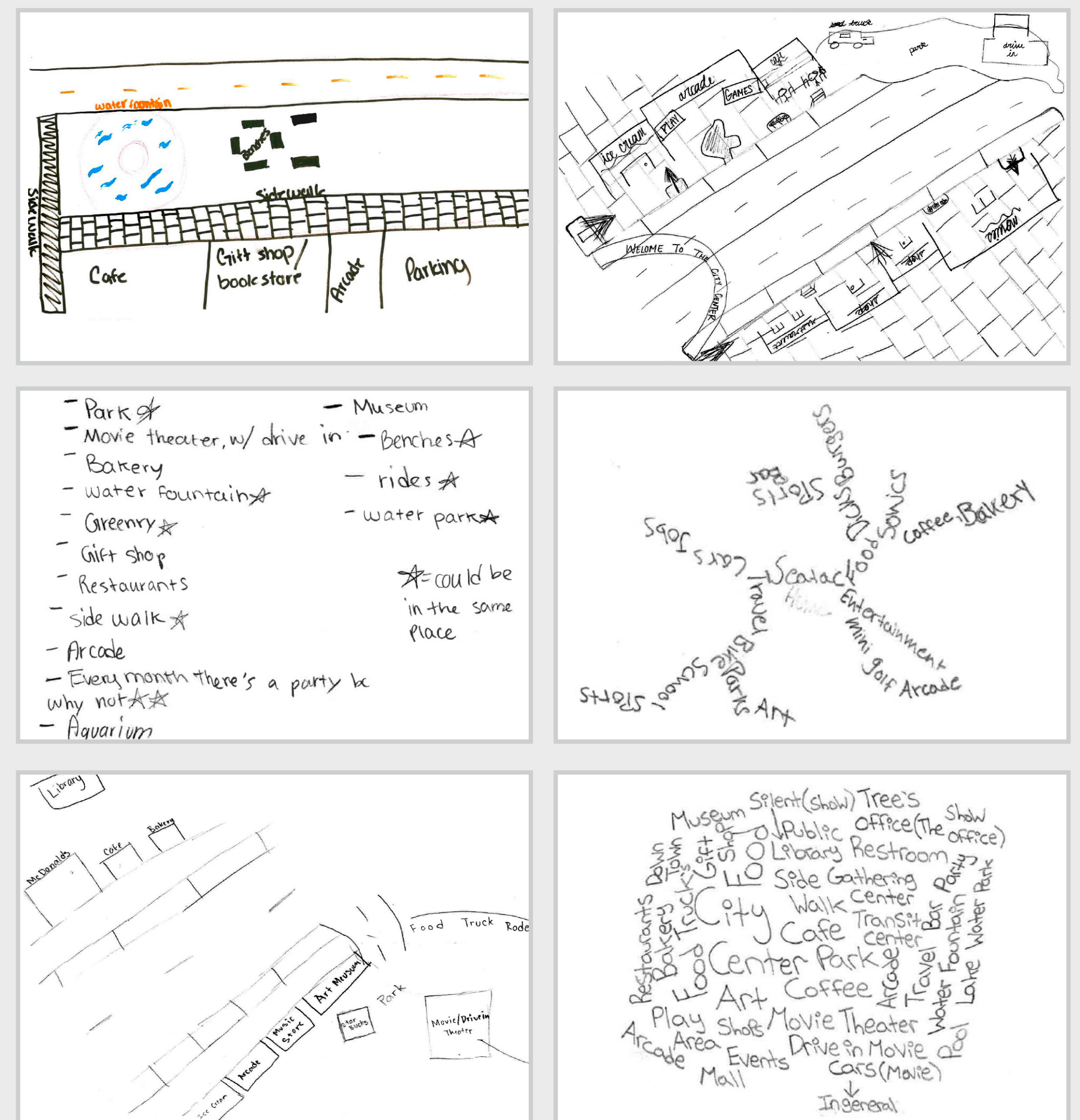
Infographic Exercise

Assignment: Group 2 - What types of destinations would make more young people want to visit the City Center Area?

GROUP 2 - Attract Youth Brainstorm Sheet

- Coffee Shop
- Park
- McDonald's
- Cafe
- Arcade
- Movie Theater
- Drive in Movies
- Cold Stone (Ice Cream)
- Shops
- Taco Truck
- Food Truck Rodeo
- Bathroom
- Art

GROUP 2 - Attract Youth Infographics



Student Activities

Walking Audit/Wayfinding Activity

Assignment: Walking Audit: Walk along four different routes in the City Center, starting at the SeaTac/Airport Light Rail Station, and record the experience at the 5, 10, and 15 minute marks.

Make note of the following:

- Is it a safe place to walk?
- Is it a nice place to walk?
- What kind of place is it? (types of destinations, etc.)

Wayfinding Project: Record the 5, 10, and 15 minute marks by taking pictures with a sign as a way to raise awareness of the area and “market” various locations proximity to the light rail station.

Sample comments from walking audit:

In front of Hilton Hotel on International Blvd:

“It feels safe, big sidewalks, it doesn’t feel long/far”

S 182nd Airport Entrance:

“Airport, feeling busy, flags, workers, lots of people walking”

Other Locations along International Blvd:

“Very car busy, thinner sidewalks, trees, crosswalk takes awhile, boring views, workers, travelers”

City Center Walking Audit Routes:

North International Blvd

- Int'l Blvd, from S 176th St to approx. S 170th St

South International Blvd

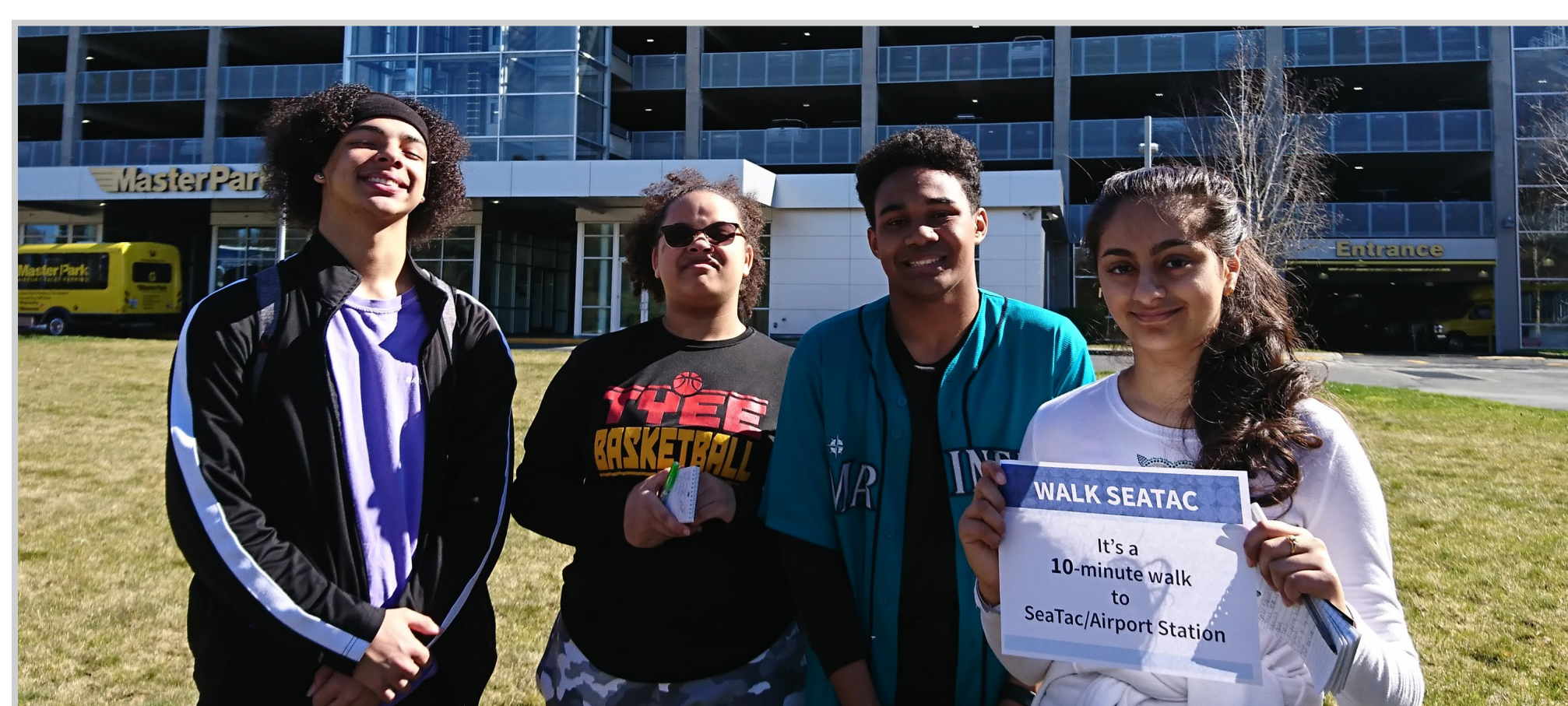
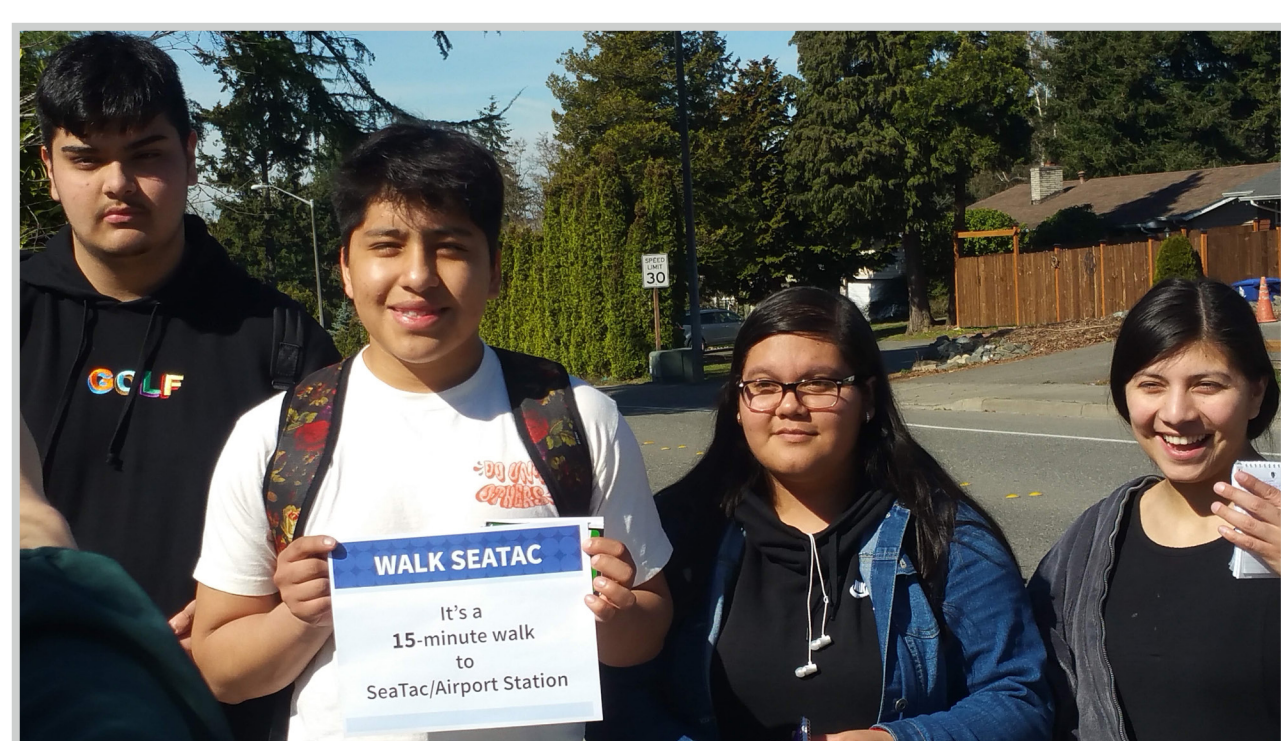
- Int'l Blvd, from S 176th St to approx. S 182nd

S 176th- North Side Heading East

- S 176th St to approx. 37th Ave S

S 176th- South Side Heading East

- S 176th St to approx. 37th Ave S



City Center Questionnaire Activity

Assignment: Collect at least ten questionnaires, eight from students, two from adults, to help the City better understand how people use the City Center.

Results: Over 170 questionnaires collected.

Sample comments from adult respondents:

Question 10: List the places you go in the City Center.

Restaurants, Light Rail station, airport, hotels, work

Question 11: What kind of places do you think are missing in the City Center that aren't there now?

More stores, restaurants, Starbucks, Target, Walmart, grocery store

City of SeaTac – City Center Questionnaire

Do you live, work, or visit the area the City of SeaTac calls the City Center? (See map for City Center boundary: generally the area immediately east of International Blvd. from S. 188th St. to approximately S. 166th St.)

The City is currently working on a project to update the City Center Plan and would like your input on the following.

ABOUT YOU

Question 1
Please check all the boxes below that apply to you:

- Go to school in SeaTac
- Live in SeaTac
- Live within the City Center boundary (see map)
- Work in SeaTac
- Work within the City Center boundary (see map)
- None of the above. I live in or near _____

USING LIGHT RAIL

Question 2
Do you use the SeaTac/Airport Station? (check one)

- Yes
- No

Question 3
If yes, how do you get to the station? (check all that apply)

- Walk to station
- Ride bike
- Get dropped off

Question 4
Do you use other light rail stations that serve SeaTac (Angle Lake Station or Tukwila/International Blvd Station)? (check one)

- Yes
- No

USING THE BUS

Question 7
Do you currently use RapidRide buses in the City Center (including any bus stop on International Blvd., between S.188th St. and S. 166th St. (check one)

- Yes
- No

Question 8
If yes, how do you get to the bus stop? (check all that apply)

- Walk to bus stop
- Ride bike
- Get dropped off

Question 9
If you do use RapidRide buses in the City Center or elsewhere in SeaTac, what do you use them for? (check all that apply)

- To commute to work or school
- To visit Seattle
- To get around SeaTac

Other _____

PLACES YOU GO IN THE CITY CENTER

Question 10
List the places you go in the City Center. (For example, my house, my friend's/relative's house, my work place, restaurants, hotels, other businesses, etc.)

Question 11
What kind of places do you think are missing in the City Center that aren't there now?

Question 12
Anything else you'd like the City to know about the City Center area?

Question 5
If you do use light rail, what do you use it for? (check all that apply)

- To commute to work or school
- To visit Seattle
- To get around SeaTac
- Other _____

Map of City Center: Commercial uses are indicated in blue (park and fly in blue with hatching), hospitality in purple, multifamily/mobile home park in orange, single-family or empty lot in white.

Pedestrian bridge to SeaTac/Airport Link Light Rail Station on S. 176th St. and International Blvd.

Looking north at International Blvd. corridor from pedestrian bridge near S. 176th St.

Thank you for filling out this questionnaire!

For more information about the City Center Plan Update Project, please see the webpage:
www.seatacwa.gov/citycenterplan